

# AS Concerts & Events presents:

## Sun God Festival

April 27th, 2019

NET	Description	\$
Festival Budget		\$854,700.00
Festival Expenses		\$854,500.00
NET		\$200.00
Festival Budget	Description	\$
AS Allocation	From Fall budget, with contingency fund	\$750,000.00
Additional AS Allocation	Allocated after Winter quarter Senate increase pitch	\$50,000.00
Guest Ticket Income	Estimate: Grad students + UPS program tickets	\$1,000.00
Sponsor Fees	From 15 sponsors	\$50,500.00
Food Vendor Fees	From 8 vendors	\$3,200.00
Total Income		\$854,700.00
Festival Expenses	Description	\$
Main Stage Talent	All talent combined + backline	\$194,000.00
Additional Programming + Festival Amenities	Water slide, chill tent, silent disco	\$25,000.00
Art & Decor	Craft station, photobooths, listening lounges	\$10,000.00
Marketing	General festival marketing + Sun God For A Cause + Sun Dog Festival	\$5,500.00
Venue & Field	Rental, staffing, dumpsters, restrooms, parking / transportation	\$65,000.00
Production	Stage production (stage itself, audio/lighting packages, crew), water, power distribution, booths, production office/sobering center	\$240,000.00
Hotels & Catering	Ice, water, hospitality, accommodations	\$11,000.00
Festival Safety, Security, and Infrastructure	Signage, private security, police, medical staff, traffic controllers	\$220,000.00
North Campus Support	Infrastructure, security staffing	\$35,000.00
Administration	Box office staffing, staff t-shirts, credentials, E-Chug module, website developer	\$20,000.00
Personnel	Stagehands, stage managers, sobering center gift cards	\$29,000.00
Total Expenses		\$854,500.00